



# INFORMATION MARKETING ASSOCIATION

## “How We Not Only Sell Coaching, But Retain High-Paying Coaching Members”

**This program features our special guest: Parthiv Shah**

***Nicholas Loise:** Hello. Nicholas Loise, President of No B.S. Inner Circle on with this month's Information Marketing Association call. I have the distinct pleasure to be interviewing today one of the greatest implementors of our time, one of the best implementors or information marketers within the No B.S. Inner Circle and within the Information Marketing Association, and really the go-to guy for all of the star info marketers. It's the man, the legend, Parthiv Shah. Parthiv thanks for joining me today on this call. I appreciate you taking time out of your business and taking time away from your customers to share some of your knowledge with our members. Thank you.*

**Parthiv Shah:** Thank you. Thank you for hosting me. I'm looking forward to having an awesome day.

***Nicholas:** Parthiv you are not an info marketer but you are the implementor behind most of the major info marketers in our sphere, right, in our herd. And you are really the go-to guy when they want to launch a produce or when they really want to grow and accelerate their growth on their products. So today let's talk through the logistics of starting or accelerating growth and building and growing someone's info business. So talk to me about your journey into the information marketing business. Who have you worked for? What is the some of the work that you've done and let's kind of talk some stories right off the bat.*

**Parthiv:** Thank you. First of all, this call is going to be a little different than the usual call we get because we are going to talk about how things are done and the science and art of the logistics of giving birth to an info business. I come from a different perception or a vantage point because yes, I'm not an information marketer, I am the factory that information products are born. I am a launch pad where businesses are launched from. So the biggest two that I have on my bookshelf is you Nick. It isn't anything that you have saw that I don't have. So when people come to take a tour of my office I tell them the bookshelf costs more than the office condo and I'm really proud of it.

***Nicholas:** [Laughs] I love that.*

**Parthiv:** Thank you. I'm a short man with a tall library. So here's what I have, I have seen how GKIC, No B.S. over several years essentially took an intellectual property and published it in a consumable form. I

have seen how you took Kennedy's teachings and transformed that into consumable info products. I have seen the in the lab info products that were built...born to be an info product and that were not born to be an info product and if they are not born I can invent. So you are largest body of knowledge or test case that I have. When I do something for an info business I am essentially looking at how would Nick do it. I come from that respect. Second, I've had the privilege for working for some of Kennedy's private clients who are information marketers and they bring me in as their Mr. Implementation, technician, their designer, their executor producer so to speak. So I have worked for the Dr. Dustin Burleson, Dr. Charlie Martin, Dr. Carlo Biasucci, Dr. Greg White, and a few others who are - I can keep naming people for the next several minutes, and a whole bunch of others.

As we speak, I mean today is what - April 17<sup>th</sup>, on April 29<sup>th</sup> I will be going to Orlando to observe an event and then brainstorm birth of a new info business that is about to be born in the dental industrial without going into a lot of details. So this is what I do and that is a single formula. This is more engineering than art so that's why I'm really excited. What I have done before having worked and can work predictably tomorrow.

*Nicholas: You know I think one of the things, and you are being modest, one time you and I were talking and you said you not only hired Dan to consult on your own business, but you've been at the table for a substantial number of other people where they bring you in while they are doing a strategy session with Dan and you are really there so they have to talk about implementation, are they going to talk about is this a big enough market for us to go after. You could immediately do the research while they are strategizing. Let's talk through what you really have dubbed the info marketing ascension ladder. What is it and how could somebody put it to work?*

**Parthiv:** So I have a favor to ask you. I have sent you a couple of pictures that I would like people to look at. Now of course if you are writing while listening to this CD you won't be able to look at anything, so just pay attention to the door, but if you are stationary consider - I don't know if you will be able to put the infographics on a stand-alone...or somehow you can insert it in the transcript?

*Nicholas: Yeah, of course.*

**Parthiv:** And they can go to [eLaunch.com/IMA](http://eLaunch.com/IMA). I will set up a page for them to download this infographic. I'm looking at this ascension ladder and they will talk to it. So here's what I have realized, the information market...ascension ladder to be. There are three parts to the information business, that is time, money, and intimacy. The more money you spend on someone the more time you will get with the guru and then collect your property in a more intimate epic. For example, for \$10 you can get Dan Kennedy in the form of a book. For a few hundred, \$20 is the Magnetic Marketing book, right? For \$20 you can get his book. For a few hundred bucks you can get the Magnetic Marketing product. For a couple or \$300 a month you can get monthly access to his Diamond membership. For a couple of thousand bucks you can go listen to him live at a conference at the National No B.S. event. For a little more money than that you go to a smaller event. For about \$10,000 you can go to the small event with people there that he does in December. For what, \$25,000 to \$35,000 you can join Titanium and have access to him three or four times a year in a group setting and in the peer group. For \$25,000 or so you get access to him for a day and then for another I think \$30,000-\$40,000 you get access to him in one of his other intimate programs.

As you can see it's the same body of knowledge and creator, but the more money you put on the table you get more time with the creator and more intimate time with him. Find that the group shrinks, brings it down all the way to one on one as opposed to a \$20 book that they sold 7,000 books a month. That is what I call the ascension ladder. The ascension ladder basically starts at .0 with an understanding about any time when I need money I'm going to opt in and download a free gift or something like that. You take them to buy a book, buy a small video course or whatever, 5 - 10 - 20-bucks. You send him to some sort of a continuity, join a club, join a membership, something that keeps the relationship at the paid level. You ascend him to buy a box, a binder or something for a few hundred bucks and then someone buys a box, give them a ticket to an event, or when someone buys a ticket to an event bonus them the box. Now the person who consumes the box and attends an event and then participates now might be a candidate for ascension. It starts with buying a day of consult or a discovery day. For example, Ari Galper does discovery day where he would fly in a prospect on his time to his office, spends a day with him and it provides extreme value to get one on profit and then they are offered to participate in a relationship.

So that's called buy a day or a discovery day. For a few thousand dollars you can spend a day with Dr. Greg White or Dr. Eric Donner or Dr. Burselson, etc., Dan Kennedy for example. You will join Mastermind if you want to spend more time with the tribe leader. Become a private client where you get a day or more off the creator time with some one on one consult, counseling and coaching, or and then there might be strategic partnerships where you and the tribe leader and doing something more intimately, taking interest in your business, etc. All of this, the tribe leader is only telling you what to do. The tribe leader is not doing anything. So this creates a breeding ground for offering done for you services or access to a golden rolodex which is pre-qualified, registered certified vendors who understand the context, who will tell you what the tribe leader wants to deliver and it becomes a sole position for the tribe leader. This is entire business economics or what I call an info marketing ascension ladder.

*Nicholas: You know I always seeing different theories of the business with different approaches to theories of the business. This is a really clean one that you've done and outlines you know, the various steps of the info business and really I think the customer journey and kind of the pathway that most customers take. You have another interesting blueprint that you shared with me called the ultimate tribal marketing platform. Can you talk through that a little bit?*

**Parthiv:** Sure. If you are going to be an information marketer, if you are a practitioner who wants to explore the possibility of becoming an info marketer this blueprint will talk you thorough and tell you what you must do before the first binder is sold. Let me put this also in the transcript, or they go down on the IMA.

*Nicholas: Yes, we can include it.*

**Parthiv:** So basically to five customers. That number one is concept visualization. We spent over a half a day to a day and a half going through some of the questions that we will get into in a few minutes and talk about the first thing I look for is will it fly? Will we really have an info business here? What do you want to sell? Who will buy? Why will they buy? Is there transformative value that we can promise? Will they realize the transformative value without you? Is this for real? Will this fly? If we look at the body of knowledge, the body of knowledge means content that you have in your head and your heart and your library. They identify the content, the systems and teachable talent. We develop the core learning, the core

message that you want to deliver to your universe with the learning modality and content consumption plan. We talked about the ascension ladder, that is the money part. Money is not the only thing that happens in info business. In info business it is a business of information. That new information must be marketed, sold, consumed and then you realize, the consumer should realize otherwise there won't be continuity. They are not going to listen because they are not consuming or what they are consuming is not transformative. We look at that and then you want to establish control of time, data, and money. So really what I need with the physician or a dentist or an attorney or a high profile practitioner who wants to become an information marketer first looks at economics and say can you afford you? I mean as a cosmetic dentist you make between \$15,000 and \$40,000 a day chairside. Info business is going to take at least 15 days to start and then maybe three days a month so it is 36 plus...50 days a year. Are you okay committing 50 days a year out of your life in this business? And in exchange how much money does the company need to give you? Can you afford you? Oh I can't give you that much. Okay, so how many days can you give? Establishing the control and rationing on time, data, and money. That's called concept elevation. Once we know what we are going to do then we start a position of deliverables, right. What is going to be your lead magnet? What is going to be your trip wire? What is going to be your core offer? Your profit maximization, your profit maximizer. How you are going to do everything and then develop your ascension, retention and content consumption prop.

For example, when we worked with Dr. David Moffit literally the first thing we spent a lot of time and energy on was building his infographic, because the main infographic is the essential core of his deliverable. That infographic then gave birth to about four to 450 slide PowerPoint presentation which eventually became his core intellectual property. Then basically we need to come up with a game plan for the welcome box, the product binders and boxes, the digital assets and what are your weekly, monthly, and event deliverables? This gives you a scope of work as to how much information must be born initially and how much information you shall give birth to on a daily, weekly, monthly, quarterly basis. Once we know that, once we know we can then get into technology for the future. We will talk about conversion funnels, something in info marketing automation campaigns, or are we going to build the whole thing on HubSpot? Are we going to need a membership website for content deliverables, learning management? What is going to be done at the digital asset library? Are we going to do webinars? Is there an event marketing that we are going to do? Is there a tele transformer? Are we going to do a study buddy program where then someone buys an info product? Do you tell them that we are going to gift the info product to someone of their choice that way we are getting a second prospect we have already pre-committed, stuff like that?

And then implementing the time, data, and money controls in the technology. Once we have this architecture, the system architecture with technology behind it we then get into the sales marketing and JB program. You will have to sell this so you are going to need the case presentation documents like your free estimate and engagement literature and growth of engagement and stuff like that, marketing materials to market the climb, marketing materials to market and sell ascension to people who are already consumed and already on the - ascension ladder, developing affiliate programs and joint venture programs, figuring out the economics and giving affiliate marketing materials to people who are going to promote you and then putting together the delivery and logistics ritual. When your first customer buys one thing you and your entire info business is now on stage ready to go and everything has to go without a hitch, otherwise your reputation is on the line. This is like a part of a production, a lot of moving parts. And you go to do all

those things and then maybe it will make enough money for you to be proud of this shenanigan. The first question we ask is this what we really want to be in this business?

*Nicholas: Kind of jumping on that line there, so I have an existing info business and I'm looking to really grow it, right, so I really want to accelerate the growth of it. Or I want to go into a new line, so I want to look at the classic product line portfolio and I want to go into a line extension right, of my current info business. What are the questions that you ask people when come to you and they say, "Parthiv I really want to grow this thing," or "I'm looking to get into some line extensions. I really want to expand my portfolio products." How do you kind of get to should they do it and then how will they do it?*

**Parthiv:** Sure. So here's the question I get. We go through this whole do you really want to get into info business. I can't make you put your faith on a copy machine and hit the copy button and sell the copy. It's more complicated than that. Most of the business is going to be more painful than you think and it's going to be more time-consuming than you think. It's going to be less lucrative than you think and it's going to look different. Nick you look at Mickey Mouse, right, at Disney, live in person?

*Nicholas: Yes, of course.*

**Parthiv:** The costume, the Mickey Mouse costume it looks different from the inside.

*Nicholas: Yeah, of course.*

**Parthiv:** Okay. You are still looking at the Mickey Mouse costume from the inside, now you're on the inside of it and that is a less glamorous side to it. Why do people do it? Because they want to share what they know with their peers who look up to them and they want to leave a legacy behind. A dentist will not be a dentist all his life or her life. A physician will not be a physician all his or her life, but if they can take what they have and share it with their peers they will A) make a couple of bucks, B) leave a legacy behind, but C) at a very successful point in their life they will have invested in having their journey chronicled, organized, orchestrated and documented, so when they want to grow they can grow systemically. So you can create an info product for your own consumption because you want to go from three locations to...you want to go from three locations to ten locations. You want to become a franchise store and you want to franchise your business. Three different applications off going in information marketing business. And the process is the same. You need to look at yourself and see am I admirable. Do I have a constituency that will admire me? For real, not just for the money I make but for real, how I make the money, how I do what I do. Am I really an industry benchmark in the field? Do people really want to grow up and be me? Are you worth cloning? That's number one. Number two, are you cloneable? Are you a genius? Are you lucky or are you a part of your own systems and processes? Because only your systems and processes I can clone. I cannot clone your genius. I cannot clone your luck. The reality is your information builds your information product. Your blueprint, your theory, your way of doing things is going to be shared by people who are not as smart, hard-working, fast, genius, and lucky as you are, and they give you a thousand to \$6,000. They are looking for the money button. Hey I gave you money. There is a button. Push push push - money money money.

*Nicholas: [Laughs] I love it. I love it. You're absolutely right, right? Hey I gave you this. I want to a ten times return.*

**Parthiv:** Okay, fine. Yes you can. That's what the buyer wants, right? Ten times the return. You give me \$2,000. If I can make... Tell me what do I have to do so I can make \$20,000.

*Nicholas: Right.*

**Parthiv:** So you Mr. Aspiring to be an information marketer, tell me what transformative value one will get after consuming your product. How do they get it? What do they have to do? How likely they are to do what you tell them to do? And if they do everything you tell them to do what is the probability that they will get the service that you are forecasting? That's what I mean by can you be cloned, can you be consumed, and will your constituency get value from consuming your clone.

*Nicholas: All right. So we got that. A lot of it too is how much IP somebody might have, right, and how much IP they are willing to share. And so what, when you are doing it what IP, let's assume that I have an existing product, information marketing business and it's doing around about half a million dollars a year to a million dollars a year and I want to take it up to 5-million. And so the best way to do that is probably through line extensions. And so how do you get to, where the line extension should be and how do you go about implementing that?*

**Parthiv:** So Nick I like you. I trust you, but I really trust me. You want to do a line extension of your own IP. I will ask you what idea you have, literally take copious notes. Share my notes with you to make sure that I didn't miss anything, but then I want to feed it. I want to show up at your bookcases, ask you do you have anything else. Are there the file cabinets? Is there a storage unit where you have access just in a completely unorganized unkept way? See IP can be anywhere. Intellectual property can be three sheets of paper born in 1989 that gave us to a multi-million dollar company. We don't know what intellectual property and still it is captured and catalogued. So the first thing I know is go clean-sweep and capture.

So next week I'm going to go to Orlando to meet my new client. Maybe one of your clients. If I name it you would know. Frankly the fact that I'm doing this some people can guess. And then we are going to fly with him to his home somewhere on the West Coast. And we are spending the day together essentially going to this tribal marketing group thing, this five-step process. I'm packing in my suitcase a little digital desktop scanner so everything I see I grab. And that means hard drive, USB drive, looking through somebody's dropbox, Box.com, physical, talk to them. How was Renegade Millionaire was born? Literally essentially went through the entire body of knowledge from Kennedy, right?

*Nicholas: Right.*

**Parthiv:** Because she was the librarian, but she first of all had to study to understand it, come up with comprehensive questions and then Lee and Dan jointly came up with what is now known as intellectual property which is Renegade Millionaire System it's a life-changing product. It has significant impact. That's how you extract IP from someone's head, someone's heart. I mean so know Dr. Charles Martin, right Dan Kennedy's dentist in Richmond?

*Nicholas: He's a great guy. Of course, yes.*

**Parthiv:** When we did this for him not only I spent time with him, but I spent time with his team looking through every digital aspect, page by page, entire - like he had like six or seven bookshelves, so less than

50,000 pages was materials in file cabinets. When that was done, dust all over me I asked him if there are more. And shocked he says, "Well there is this storage unit." I'm like, "Great! Is there electricity, an electric plug there?" He is like, "I don't know." So I climb up there with a laptop and the little desktop scanner in the bank of the BMW. We capture it at the storage unit. So the first part is capture, capture, then catalogue. What are we looking at? What are you unwilling to share? Because this is like, "Oh my God I didn't know I had that. I am giving that." Okay, so then let's take that. What are you willing to share?" "Okay, take it." Now ask how will people buy? How much of this are people willing to buy and in what chunks are they going to buy? What are they going to do with it? How do they benefit from it? This is information - it's not information marketing, it is information engineering. It is information architecture. And without information architecture and without information engineering there cannot be information marketing. And without information marketing there cannot be information business.

So there is a program that you guys published. I don't if this still in circulation. It's called Your Rapid Results Info-Marketing: Business Building Blueprints.

*Nicholas: Yeah. It's still available.*

**Parthiv:** Public?

*Nicholas: Yeah.*

**Parthiv:** Yeah. That thing is gold. I mean I'm looking at it, it's what a couple hundred pages? It's [not] a hard read, but after reading this it will tell you if you are in a rut and if you are actually able to finish this in 30 days and say holy cow, if this is what it takes to win...to play then they can just send it back within 30 days and get their money back, right?

*Nicholas: [Laughs] Yeah. We prefer that they keep it but yeah, of course they could do that.*

**Parthiv:** I know, but hey - if this thing sells the purpose of keeping your hands out of this bee's nest then sure, they get their lesson and it's really more rewarding. Info-business not everyone who wants to be in info-business should, and there are those who should be in info-business don't, and those who should be in info-business who start an info-business don't succeed. This is a rough business with predictably high failure rate. Dr. Carlo Biasucci - Go ahead, a question?

*Nicholas: Right. No, go ahead. I think you are going to hit on the question I was going to ask, but go ahead.*

**Parthiv:** What's the question?

*Nicholas: So you've been around this business for a long time, right? Can you see people doing, so I've got an existing business and maybe it's not producing what I want to do? Historically info-product sales are down from what we see nationally and when we talk to other people in the business. The pure kit is not selling as much as it used to, or it's harder and hard to sell, right? You've got to get on the phone. You've got to get more people on the phone, ore touches to sell, what used to be sold via a three-step letter campaign or a three-step email campaign. So are you seeing, what can people do if their business is maybe the revenue is flattening or plateaued or declining, what do you recommend people do to really get to*

*making this thing come and get some business? Because top business and acquisition across the customers is getting tougher and tougher and tougher. So you've got to have some margin. You've got a strong back-end to really drive an info-business to the next level.*

**Parthiv:** Hmm. So I will tell you the story - so the answer to your question is going to be, the answer to this question that Dan gave to us in a one on one session that me and my client, Dr. Carlo Biasucci went to Dan's four-day conference. And then Dr. Biasucci hired Dan to write the copy for launching his info business. So it's one investment, but basically the concept was okay how could we not make this lose? We are putting a lot of dough on the table, how do we make it a win? And the ones that we got was sell top down. Sell your largest packet first and then sell everything else to no sales. Sell top down. It's going to be harder to take someone into a \$200...newsletter and send them into a \$5,000 a month coaching with Dan for your package. Have half of them labeled between \$199 and \$6,000. Sell top down and keep descending down until they buy or unsubscribe. But that's the advice Dave gave to me for myself. If I sold you a \$5,000 do-hickey with an intent that someday I will sell you a \$50,000 fee for a product or a package. No. I pitch my top thing saying this is where the relationship is headed. Are you going to hire me or do you want to do something small before you hire me for real? But this is what I see. I mean when you go look for a job you don't tell them that I will work for you for free for eight weeks and then maybe you can give me minimum wage. This is what I'm looking for. This is a relationship I see. When you go to buy a car they don't sell you a quart of oil for it. They sell you a car. So when sales are down, when sales are sluggish, when revenues are down, when there are fewer deals on the table substantially raise your prices. Make sure they deliver value, but eventually raise your prices. So that

*Nicholas: So that leads me to an interesting question. Actually it's amazing that you went there because I was going to this thing is, when you work with information marketers do you believe that most of them underprice their goods and services?*

**Parthiv:** They do because they undervalue themselves to begin with.

*Nicholas: Yeah, yeah.*

**Parthiv:** They haven't marked themselves valuable.

*Nicholas: That goes back to can you afford yourself or would you buy yourself questions that we talked about when you are evaluating somebody's info business. How do you get them to move the pricing? I remember I was talking to Robert Skrob, talking about a client...*

**Parthiv:** A good question. How do you best price elasticity?

*Nicholas: Yeah.*

**Parthiv:** For me and my copywriter Russell Martino essentially have been talking about how much we should charge for his services and what will market pay, what is his happy number and how did it make the economics work, etc., and even we were far apart enough for me make a deal. A deal - aah. I think it works. This will not fly and Russell says, "Eh, ...I make money." Essentially you are trying to make ends meet and the advice Dan gave us is this, hit the market at the price that you are leading to, willing to accept at the least possible price. And then as you sell the product, the program keeps raising prices gradually and see

when does the market stop buying. So that's technique number one. And the second technique is in the prayer of principle, the 80/20 rule a person of your tribe will buy a higher priced option, if the option was made available and if significant value was actually offered, demonstrated and realized by the buyers and the number is 4X. If you are selling an hour of your life for say \$250 somebody will buy that hour as long as there is a reason to have that hour for a thousand and this hour for \$250. So from current state to 4X now you have options, right, have a couple of other packages in the middle. Eventually on one fine day it's higher at the bottom and you just raised your floor.

*Nicholas: Do you raise the ceiling while you're raising the floor?*

**Parthiv:** Your 4X is ceiling.

*Nicholas: Yeah. So your floor is \$250, your 4X is to a thousand, I get that, so now you are raising the floor so you are bringing your floor up to \$500. Are you then jumping your ceiling to \$2,000 or are you keeping it at \$1,000 and then slowly eeking that up?*

**Parthiv:** Be respectful. Your client is not stupid. Ask this question, from the stage during a Q&A question then Dave and Mike - I can't pronounce his name.

*Nicholas: Mike Stadola?*

**Parthiv:** Mike Stadola, they were there showing something. They were selling something then they will have a Q&A so I asked a question to Dave, Dave how do you price an info market? How do you put a price on an info product? And Dave's answer was extremely organized, well thought-out and scientific and in less than ten words...it is price-based on the perceived transformation value, the perceived value of the promised transformation. It is worth the perceived value of promised transformation. So if you can solve a more precious problem you deserve a raise. Look, at the implementation I buy and sell labor for a living, right? I'm talking to - I'm always buying labor, I'm always selling labor. I'm always talking to people who want to join my team. I always talk to prospects and clients who want to use my team members so this subject comes up. You don't get paid for who you are. You don't get paid for what you are worth. You get paid for the role that you are casting for in this movie. So based on who you are and what you are getting of the cast money is there is some growth and some you will not take because you ain't going to work for me for that price. And that's fine, but in this movie this role pays this much. Are you in or out? When we talk about the price, best in price elasticity we need to be cognizant of which movie we are in, how precious the movie is, how precious is the role in the movie, and let it dictate how much you should ask. You can't come up with the price out of your ears.

*Nicholas: I also think that the who matters in your pricing. I mean obviously if you are selling to a pizza shop owner, there's nothing wrong with that if you're selling to them. They've got to move a lot of pies at a certain price point as compared to if you are selling to cosmetic surgeons, right? So there's just more margin in certain businesses. And I think you were alluding to that a lot is sometimes we pick the wrong who or we pick the wrong subset of the who, right? And therefore raising our prices is certainly okay but they just can't afford to, right? The economics of their business is the wrong economics. It doesn't make it the wrong business for them, it just makes them the wrong who for who we want to start selling to at the price points that we want to start selling to. When you look at consulting for information marketers and*

*really folks on their publication and help them creating their products and bringing their products to market is the kick sales tougher and tougher do you find?*

**Parthiv:** Elaborate on your question.

***Nicholas:** Is it difficult for information marketers to be selling the kit as compared to is it easier to take people to coaching immediately? They have a bunch of kits in the past. They've got kits on their bookshelves. They realize that - I just want to get to solving this problem and coaching or master-minding or some other way, are you seeing...? We will have for everybody your life cycle or ascension model so to speak, are you seeing people bypassing certain things and accelerating to different levels, or is it still that standardized ascension model that we've all kind of been implementing?*

**Parthiv:** So I'm having difficulty giving you a straight answer to this question because you're not supposed to sell, we are supposed to let them buy and they buy what they buy at the price time and intimacy level of their choice, and we are essentially not an information salesman but information mall open for business. You see, I've talked to clients about various mastermind programs available. For example, Titanium - you have a new Titanium for...

Kennedy...right?

***Nicholas:** Yeah.*

**Parthiv:** I mean I had a conversation with more than six of my private clients and four of them joined. ...joined for my private clients to go to Dan the more the merrier because then the four talks about what can I use the product for? Eh, it worked for me. The thing is though it's the same people who have to cautiously choose how to spend their money and it ain't easy flying to Cleveland in the middle of the week. There ought to be a reason to do it and is it that reason that you must understand. So let's put me in the shoes of your sales people, right. If I'm the salesman I can't sell them what I want to sell them. I need to triage what that situation is and based on that if there is a problem and what problems we can solve. So this is why when I am talking to a client and I am... If I am jointly calling someone with your friend Mancini we don't get into what is included in a particular binder we talked about. What's going on? What's the situation? What do you want to sell? What do you want to fix? What's going on? Until we can say you know I would like you to read page 97 through 196 of a personal operating system. I would also like you to read these pages from [run a good millionaire] time system. Why don't you buy those and then that should solve the problem that you have, and I will highlight my notes and fax it the months he buys the IP. What you are doing is you are pre-consuming the content that makes market price elastic, because the promised transformation already occurred. It's easy to sell the product when the salesperson has read the damn thing and can recite it forward and backwards. So ask your salespeople because they - I don't know what you feed them but they know their binders. So if someone is looking to become a successful info marketer like you they should buy your binders. They should interview you with how do you manage your sales people? They should interview me as to how does he get in. If you want to sell Mastermind join half a dozen...do a thing after Mastermind, but if you want to sell a day buy a day from a handful of people.

Do you know Dr. Dustin Burleson's info business? He ended up with Charlie Martin and started coaching people, learning how to be a coach. Charlie Martin says, "Come on down. Let's play." And me and

Burleson started from Martin how to launch Burleson's info business. You don't have to do this [in a vacuum]. You don't have to invent things. You just clone what has worked in our industry. This is what IMA is for. If it is filled with successful, success-minded and not yet successful people. It's a PPA for info business.

*Nicholas: Yeah. I mean I think - yeah, I agree. The IMA, the special reports are gold. It is underpriced but it's part of our mission to be creating information marketers. The stuff in this membership is just outstanding for those that want to do that. Let's kind of close how we started. You made a throw-away comment I believe, but you seldom ever have throw-away comments. When you said really the core business that they are in the reason why they get into being an info marketer is because they want to leave a legacy, right. The dentist isn't going to be a dentist forever, for key would be wants to leave a legacy. When you evaluate those that are successful and not successful in their information marketing business is it that they have a burning why that drives them and propels them to success?*

**Parthiv:** Some do. Some just are just fascinated with the idea that they want to have that. Some want to go speak from the stage and get claps. Some want to do it for fame. Some want to do it for money. Some want to do it because they truly want to sell their constituency.

*Nicholas: Okay.*

**Parthiv:** It is...unsexy life to be on a plane to go from San Diego to Austin to DC to Paris to Istanbul to Bombay to Brisbane and become exhausted in 11-day road trips spending \$15,000 flying coach or first-class for maybe a little bit and make less than \$15,000 when you come back. People do it cheerfully because they enjoy travel. I want to share my message. I want to change the world. And they forget that you are doing it at the cost of your real business. It is very easy to lose track of the economics, of time, data, and money. This is why the number two things we do is establish control for time, data, and money and decide what we are not going to do. My coach guru is Dr. Steven Goulette and he says every time he wants to put me on a plane here's the criteria. It ought to give me a clear business value. It ought to do this for me, ought to provide this - so sure, you can tell me if you want me to go to the water room I will go to the water room. If you want me to go look at traffic and conversion I will look at traffic and conversion. I will show up. Tell me how do I win and what is the probability of winning given this is my criteria. That now helps me deploy, because see in my work you are one of my assets. Your time is one of my inventory. I can use it to grow the business. I can sell it and make money or I can waste it. If I waste it I get fired. When I got to an info marketer or would be info marketer the question is what do I have to do to get a job and what do I have to do to keep a job?

*Nicholas: All right my friend. If people want to reach you and talk to you, I know we are going to put these two exhibits in which I appreciate, how do they find you? They should know by now but how do they find you?*

**Parthiv:** I would love to spend an hour with any member of IMA who is listening to this and see where they are. I can take airplanes. I can learn from them or they can learn from me or we can explore the possibility of working together. All they have to do is go to [eLaunchers.com/clients](http://eLaunchers.com/clients) to book an appointment. They can book a 20-minute, 30-minute or hour appointment and we will have a ball. We will have a lot of fun because everyone who is listening to this is either an information marketer, would be

information marketer or at least a fellow Dan Kennedy fan and it would be a joy to spend an hour with a fellow student of Kennedy. And yes, I will also create another page called [eLaunchers.com/IMA](http://eLaunchers.com/IMA) where I will put a color version of this to infographics.

**Nicholas:** *Perfect. Thank you for your time. If you are listening to this and you are also a Gold member or a Gold Plus or a Diamond member in the future I'm going to be doing a very in-depth interview with Parthiv about really how to use direct mail, direct response and clone your best customers and you don't want to miss that interview. It was fascinating. I loved doing every minute of it, so look to that. If you're not a member but you would like a copy of that once we release it to the general public just hit me up on an email and we will make sure you get an MP3 version of that so you can listen to that. My email is [Nloise@nobsinnercircle.com](mailto:Nloise@nobsinnercircle.com).*

*If you haven't signed up yet for the Growth Summit I highly recommend that you do that. You can learn about that event and plus all the other events out there which is at [Nobsinnercircle.com/events](http://Nobsinnercircle.com/events). There you will learn about the Growth Summit which will have a track for information marketers, a lot of great partners in the marketplace for you like Parthiv as well as many others about how to really jump start your business or take your business to the next level. A lot of the partners are there to help you and it's turning out to be a fascinating program, so look to the middle of May for the announcement of all the speakers as well as the marketing. We would love to have you there and so please join us, and to learn more about that visit [Nobsinnercircle.com/events](http://Nobsinnercircle.com/events).*

*Thank you also for being a member. We appreciate that. We love the fact that you are a member. Thank you for being an information marketer. I love the information marketing business. It is fascinating. It has been fascinating to me for the last 12-year journey that I've been on learning and creating my own information business and then being able to join what I think is one of the best information marketing companies out there. So thank you for being a member. Thank you for being part of this community. Thank you for giving back.*

*Thank you Parthiv. You have a wonderful day and I look forward to talking to you soon, and thank you all for being members. Take care.*

**Parthiv:** Thank you.